



June 2007

Welcome

Next month marks the 3rd anniversary since launching our first edition of *E-News*. Over the past 3 years, our readership has increased from less than 100 to over 400 MWR Professionals today world-wide. During this time, we've shared stories of successful unit promotions, team members who have transitioned and colleagues who have received accolades and awards. We've tackled ServSafe topics, management issues, and stayed true to our "Back to Basics" column and steadfast approach to instill in every team member proper food production and sanitation practices.

When we set out to develop *E-News* we wanted it to be part of your management tool box, and we believe we've met and exceeded that goal. We also understand that everyday you're flooded with a huge volume of industry related newsletter e-mails vying for your time and attention. Consequently, we decided that our present newsletter format may require modification. We want to continue capturing and holding your attention, rather than hit the delete key when a new edition of *E-News* pops up on your computer screen.

Currently, we're exploring new ways to deliver what you want to see and read in *E-News* in a capsulated format to keep up with the ever increasing demands on your time. Our overarching goal is not to sacrifice the quality of what we present over the production requirements of delivering you a timely monthly publication. Along those lines, we're also exploring a bi-monthly delivery of *E-News* beginning this August.

Yes, times are changing but with change come new opportunities for growth and future sustainability. Look for *E-News* back in August with a new and improved look.

Until next time, keep those e-mails coming so we can share your comments and good ideas with our growing family of MWR professionals. Here's to your success!

Roger Weger
Chief, Branded Restaurants Division

Upcoming Grand Openings

Our next scheduled Grand Opening is at Fort McCoy, WI (Habanero "Fresh-Mex Grille") on 5 June 2007. Look for this story and more in our August edition of *E-News*. (POC: Trace Kea (703) 681-5255 or email: trace.kea@us.army.mil)



Pickle Talk- June 2007 – “What gets checked... gets done.”

If you agree with that statement, then most likely you're using some manner of **checklist** as a tool to **check** your internal performance. Do you use the Quarterly Evaluation template to your best advantage...meaning do you perform your own internal reviews in addition to and between your Area Manager visits?

There's absolutely no need to reinvent the checklist. Take a previous Quarterly Evaluation, clear the cells and get at it. Break it down by sections or even specific line items. Check certain things one day and then change over to different criteria the next day. Do it at your own pace, but whatever you do, DO IT! Your operation will improve as a result, I guarantee it!

Let's take a quick look at a current Quarterly Evaluation...starting with the Guest Service section. From uniforms to staffing levels, ticket times to product merchandising, take a look around with pencil and checklist in hand. Score yourself today, or are you chicken? Something tells me that if you take an honest look, you'll gain some useful insight into how you can improve your program in meaningful ways.

We've all seen supervisors in various businesses walking around with checklists on clipboards. Using checklists to measure performance adds the 'management by walking around' element of operational oversight that may often be missing. Our best managers find this an excellent way to ensure we're routinely reviewing internal processes from the guest's perspective. Can any of us honestly argue that we review guest service from the guest side of the counter often enough? Typically, we're great at critiquing the performance of other establishments and fall short at looking a bit closer at how we could improve.

So, there's the Pickle challenge for this month. Dust off a Quarterly Evaluation and put it to use for yourself and for the benefit of your operation. If you want to be a cut above the pack, don't wait around for your Area Manager to review your operation...take the Pickle out of the barrel and make the Quarterly Evaluation checklist a routine part of what you do!

Tune into our next edition, as we'll take our skills of self assessment to the next level. Until then, remember...a PICKLE a day keeps your guests coming back for more! (POC: Brad Puterbaugh (703) 508-2593 or email: brad.puterbaugh@us.army.mil)

A Family Loss

We lost a colleague last month by the name of Eddie Campbell. I would venture to say that some of you may remember him from past Unit Manager's Conferences, but quite possibly not. Eddie was a quiet man, one who didn't stand out in a crowd or who was given to the spotlight. He spoke little about himself, or tells you of his latest and greatest accomplishment.....just a man who went steadfastly about his business and got results.

We will be forever proud to refer to Eddie Campbell as a friend, and will miss him dearly.

Godspeed Sir Edward the Great!

Getting back to Basics: Keys to a Successful Unit Evaluation

In March 2007, a new MWR Branded Restaurant Operations Quarterly Evaluation form was implemented to better assist managers in the successful operation of their respective program. This new evaluation coincides with the IMCOM-Scorecard. We are working hard to provide you with the best tools possible to accurately gauge your program and identify areas of opportunity.

There are many new gradable areas on this evaluation form that will aid in your success as a manager not only in the operations of the program, but also in your professional development. The evaluation form is broken down into four main areas: Guest Service; Sanitation and Maintenance; Product Quality; and Management and Administration.

First, our Guest Service separates us from the rest of the restaurants. Our goal is to provide the best guest service possible. This section identifies the main area of service that needs review and practice on a daily basis. The new segments under Guest Service include team member training in department and position cross training, guest service, and the Alcohol Seller Intervention Programs (ASIP). Training must be documented and kept on file in the office. This section also covers the completion of annual guest surveys.

Secondly, maintaining a successful sanitation and maintenance program is essential in preventing food born illnesses. When it comes to our guests, a clean facility may go unnoticed, but an unsanitary facility will be noticed and publicized. We must ensure that we have a good maintenance plan in place to maximize the useful life of our equipment. These plans may increase your expenses from time to time, but if your Neico broiler goes down, or your pizza oven does not work, or your grill will not fire up, think of the unhappy guests and lost revenue you will experience.

Third, our standards are unparalleled when it comes to product quality in our quick service restaurants. Our chefs spend countless hours each month testing products and developing recipes for innovative menu items. They review costs and work with the Prime Vendor program to ensure we are offering our guests the best possible products at the best possible price. Training your team on obtaining the specified products and on proper preparation should be conducted on a daily basis. Product quality should be the easiest area to obtain a perfect score. The perfect recipe for success is to continually use the operations manuals, and master specification guides along with working with your team and area manager.

Lastly, Management and Administration which is the biggie.....This is the area that our managers need to use their expertise and training to master. Note the word management “you” are the manager. The management and administration of our program encompasses all the aforementioned areas; in addition, but not limited to internal controls, paperwork, inventories, planning, marketing, your development, proper staffing and recruitment, Capital Purchase Minor Construction submissions, and your financial viability. Each area goes hand in hand in leading a successful operation. If you feel you need assistance in any of these areas, please be sure to discuss them with your Business Operations Director or your Area Manager.

In closing, these tools will better able you as a manager to operate your program successfully and in the best possible manner. We encourage you to use it on a daily, weekly and monthly basis. If you have any questions, comments or concerns, please address them with your MWR Branded Restaurant Operations’ Area Manager. (POC: Michael Amarosa (703) 508-5781 or email: michael.amarosa@us.army.mil)

Test Your ServSafe Knowledge (See Page 5 for Answers)

1. The transfer of microorganisms from one food or surface to another is called:
 - a) Time and temperature abuse
 - b) Cross-contamination
 - c) Poor personal hygiene
 - d) Foodborne illness
2. Which of the following is an unacceptable method for quickly cooling large amounts of hot food?
 - a) Using ice-water baths
 - b) Blast Chilling
 - c) Refrigeration
 - d) Reducing the quantity of the food, by dividing it into smaller separate containers
3. When receiving food, which of the following does not need to be checked?
 - a) Labels
 - b) Temperature
 - c) Appearance
 - d) Nutritional information

Visit a MWR Food & Beverage facility to see how to “Dress the Dog”

dress the dog!

Anyway you'd like... it's what's inside that counts.

It's officially hot dog season at MWR food and beverage facilities. The Dress the Dog promotion kicks off this month. All participating facilities should have promotional materials in place. Make sure your staff is up to speed on the buy six get one free frequency card and the incentive opportunities for facilities to compete and win.

Don't forget to tell customers all about the prizes that can be won just by filling out the back of the frequency card to enter into the sweepstakes drawing. Your customers will be thrilled to win prizes such as a 2008 Ford Mustang, or an all inclusive 5-night stay in Orlando, FL at Shades of Green® Resort on Walt Disney World® or the Edelweiss Lodge and Resort® in Garmisch, Germany, ten gift cards to military exchanges and commissaries (valued at \$500 each), electronic products and mountain bikes round out the prizes. The promotion begins on 1 June and runs through 30 September 2007.

For official rules and a complete list of participating locations, log onto www.mwrpromotions.com. (POC: Coleen Amstein (703) 428-6118 or email: coleen.amstein@us.army.mil)



Operation Rising Star

The Operation Rising Star (formerly Military Idol) deadline for participation is Friday, 8 June. Interested facilities should log onto www.mwrpromotions.org to fill out the application to participate. The 2007 program will be open to all Active Duty Service Members regardless of where they are stationed. Hosting the program is a great opportunity to get other services to your facility. If you haven't participated in the past, now's your chance to host your own unique entertainment opportunity with audience interaction. (POC: Kristen Kea (703) 428-6119 or email: kristen.kea@us.army.mil)



For more information on these and other exciting promotions from the FMWRC Events Division team, check out www.mwrpromotions.com.

Anniversaries

- 21 June 2006 – Primo's Express, Camp Casey, Korea celebrates their 1 year anniversary
- 2 June 2005 – Strike Zone, Redstone Arsenal, AL celebrates their 2 year anniversary

Answers to ServSafe Questions

1. b)
2. c)
3. d)

Closing Thought

"Practice doesn't make perfect. PERFECT practice makes perfect." Vince Lombardi

Visit us on the web: www.MWRBrandedRestaurants.com

